

ALECCOLINA

Web Design Specialist / Developer

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EXPERIENCE

DEC
2024

Web Design Marketing Specialist

Nativity Pilgrimage | December 2024 - present

- Designed responsive website layouts and interactive prototypes using Adobe XD and Adobe Photoshop, ensuring seamless user experience across desktop and mobile devices.
- Created and optimized web assets (graphics, icons, and UI elements) with Adobe Illustrator and Adobe Creative Cloud tools, improving visual consistency and load performance.
- Created and managed content for Social Media platforms, aligning with overall marketing strategies.
- Created and optimized videos for YouTube (thumbnails, titles, SEO tags, descriptions).
- Managed uploading schedules and organized video archives.
- Designed high-impact travel brochures that increased customer engagement
- Created clear, visually compelling layouts that showcased destinations, offers, and itineraries
- Maintained brand consistency across all print and digital marketing materials
- Delivered print-ready files with accurate formatting, color, and production specifications

MAR
2024

Web Developer / UX Designer

University of Houston | March 2024 - September 2024

- Designed responsive website layouts and interactive prototypes using Adobe XD and Adobe Photoshop, ensuring seamless user experience across desktop and mobile devices.
- Redesigned the landing page of the University of Houston Pharmacy Program <https://www.uh.edu/pharmacy/>.
- Created wireframes and digital mockups based on strong knowledge of layout principles within Cascade.
- Integrated UX design, research, and content strategy when designing user flow diagrams.
- Designed responsive website layouts and interactive prototypes using Adobe XD and Adobe Photoshop, ensuring seamless user experience across desktop and mobile devices.
- Created and optimized web assets (graphics, icons, and UI elements) with Adobe Illustrator and Adobe Creative Cloud tools, improving visual consistency and load performance.
- Solved different design styles and usage issues, as a team we actively executed the new design guideline and eliminated the outdated design.

AUG
2023

Web Designer / Content Specialist

Texas Children's Hospital | August 2023 - December 2023

- Researched content and consumer trends, optimized content for keywords related to products and services.
- Tackled design challenges by conceptualizing ideas that merge simplicity with functionality.

- Developed in Drupal v.10, all shared content on the website was consistent and engaging across platforms.
- Following the branding guidelines, I adhered to all project submission deadlines.
- Guide the evolution of the enterprise design system, ensuring consistency, accessibility (WCAG compliance), and scalability.
- Worked closely with other designers, product managers, and marketing teams in an Agile environment.
- Published and updated web pages, content, graphics, and UI elements.

**JUNE
2023**

Content Specialist + User Research

MarCom Teams | June 2023 - August 2023

- Researched projects and provided guidance, based on industry expertise and market trends.
- Provided technical support to MarCom teams.
- Outlined problem areas, best practices and proposed solutions, prepared detailed reports and proposals and recommendations for sales and marketing teams.
- Attended and participated in staff meetings regarding marketing goals and strategies.
- Developed tutorial webinars, drafted slides, one-page user guides and supported team members

**FEB
2023**

Web Designer / Developer

KRATON Corporation | February 2023 - June 2023

- Designed responsive website layouts and interactive prototypes using Adobe XD and Adobe Photoshop, ensuring seamless user experience across desktop and mobile devices.
- Researched market data, designed wireframes and prototypes for user experience.
- Developed front-end content for company websites using HTML5 & CSS3, developed custom WordPress sub sites in the following languages, Chinese(CN), Japanese(JP) & Portuguese(BR).
- Created and optimized web assets (graphics, icons, and UI elements) with Adobe Illustrator and Adobe Creative Cloud tools, improving visual consistency and load performance.
- Responsible for visual design for web, wireframes, storyboards, process flow diagrams and style guides.
- Imported and exported data from server, editing and deleting data with phpMyAdmin.
- Successfully created maps, site maps and other tools to guide the product development process.
- Tackled WordPress design challenges to merge simplicity with functionality for sustainability purposes.
- Managed and maintained the front-end using HTML and CSS. Conducted strong user research as well A/B testing all web functionality based on client needs.

**MAR
2020**

Email Designer / Email Marketing Specialist

AIG - Retirement Services | March 2020 - July 2022

- Designed comprehensive end-to-end workflows, focusing on high-quality implementation and intuitive user. Tested wireframes using Email on Acid "implementing design features for use on iOS devices, Android, and web (cross browser compatibility) for deployment. Assisted in real-time debugging and tested all email server environments.
- Created high fidelity mockups, wireframes, process flow diagrams and style guides for email applications.
- Developed responsive email templates, (UXD) and optimized them for the brand. Designed emails, used information architecture to deliver the commercial message.

- Tackled email template design challenges by conceptualizing ideas that merge simplicity with functionality, designed and created wireframe prototypes for all email marketing campaigns.
- Provided metrics pulled from both Eloqua and (SFMC). Created user experiences and interfaces using Adobe XD to create business solutions for a variety of different clients.
- Developed dynamic interfaces that work across different Incoming Mail (IMAP) Servers and also plays nicely with different mobile devices using LITMUS.
- Responsible for different UX functions from beginning to end, doing user research, wireframing, journeys, design (look & feel), and prototype usability testing.
- Created maps, site maps and other tools to guide the product development process.
- Developed simple interactive prototypes for demonstrating email layouts for both Plan Sponsors and Potential Prospects in Salesforce Marketing Cloud.

**MAY
2018**

Web Designer

Sterling Banquet Facilities | June 2018 - March 2020

- Responsible for visual design, wireframes and digital mockups based on strong knowledge of layout principles as well as esthetic design concepts, created and presented functional prototypes to clients.
- Basic front-end implementation, accessibility and usability best practices (WCAG)
- Design systems and component-based thinking with collaboration with developers and stakeholders
- Assisted in real-time debugging and tested environments, managed front-end and updated content for company websites using HTML5, PHP & CSS3.
- Researched latest design trends and made changes to design accordingly.
- Conducted strong user research, debugged and as well A/B testing all functionality.
- Created maps, site maps and other tools to guide the product development process.
- Solved different design styles and usage issues, and actively executed the new design guideline and eliminated the outdated design.
- Cross-browser and cross-device compatibility

**JAN
2018**

UX/UI Designer / Developer

Conn's Corporate Office | January 2018 - May 2018

- Developed and delivered UX documentation for a wide range of audiences including business architects and engineers. (i.e. use cases, journey maps, wire frames, user interaction flow diagrams, page schematics and prototypes) with Figma.
- Collaborated with developers offshore, creating visual mockups for in-house marketing personnel using user experience design (UXD), and the PrimeNG Bootstrap Library.
- Worked seamlessly with developers in an Agile UX product development environment.
- Conducted concept and usability testing and also found creative ways to solve UX Problems.

NOV
2017

Freelance

Career transition | November 2017 - January 2018

- Provided clients with industry expertise and predictions of market trends and also provided technical support and digital-design support.
- I researched and kept up with the industry trends, stayed in touch and prepared myself for re-entry.

JAN
2015

Web Designer / Graphic Designer

Phonoscope Global, Inc | January 2015 - November 2017

- Analyzed their local SEO, made changes to websites using HTML5, PHP, JS and Google analytics.
- Basic front-end implementation, accessibility and usability best practices (WCAG)
- Design systems and component-based thinking with collaboration with developers and stakeholders
- Cross-browser and cross-device compatibility
- Responsible for different UX functions from beginning to end, user research, information architecture, journeys, design (look & feel), and prototype usability testing.
- Implemented marketing and advertising campaigns while tracking sales, web data and preparing reports.
- Ensured website content, marketing materials and (UXD) aligned with branding.

NOV
2014

Web Designer / Marketing Specialist

Checkmate Digital Marketing, LLC | November 2014 - January 2015

- Developed high level detailed storyboards, wireframes, mockups and prototypes
- Basic front-end implementation, accessibility and usability best practices (WCAG)
- Design systems and component-based thinking with collaboration with developers and stakeholders
- Cross-browser and cross-device compatibility
- Prepared and organized content for media and public awareness.

AUG
2014

Graphic / Web Designer

Pelazzio Reception Venue | August 2014 - November 2014

- Re-designed the venue's website to fully optimize user experience and showcase it in WordPress CMS.
- Imported and exported data, editing and deleting server data within phpMyAdmin database.
- Designed and created branding, corporate material, flyers, etc.
- Successfully optimized venue website for local SEO, embedded form conversions with Google.
- Basic front-end implementation, accessibility and usability best practices (WCAG)
- Design systems and component-based thinking with collaboration with developers and stakeholders
- Cross-browser and cross-device compatibility

PROFESSIONAL SKILL SET

Design Software

- Adobe Creative Suite
- Photoshop
- InDesign
- Illustrator
- Figma
- Visual Design
- Site Mapping Process
- User Flows
- Template Development

UX/UI Design

- Responsive Web Design Web/Mobile
- Style Guidelines
- Information Architecture
- Artificial intelligence (AI)
- Content Management
- ChatGPT

Development/Email Marketing

- HTML, CSS, PHP
- AMPscript, Angular JS
- Bootstrap Library
- WordPress, Drupal v.10
- GitHub, Visual Studio
- Search Engine Optimization
- Google Analytics
- Tag Manager
- Eloqua Marketing Automation
- Salesforce Marketing Cloud
- Webflow, Hubspot
- Compliant Accessible Design

EDUCATION

Tecnológico de Guatemala

Technical Degree - Graphic & Web Design 2004 - 2006

International Academy of Design & Technology

BFA in Visual Design & Development 2006 - 2010